# Privacy Policy

## Description

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With the following principles, public transport companies are opening a new way for trust-based data management:

**You decide on the processing of your personal data.**

You can at any time refuse to process your data in accordance with the legal framework conditions or withdraw your consent or have your data deleted. You can always travel anonymously, i.e. without collecting your personal data.

**We offer you added value in the processing of your data.**

Public transport companies use your data exclusively for the purpose of providing services and to offer you added value along the mobility chain (e.g. tailor-made offers and information, assistance or compensation in the event of disruption). Your data will therefore only be used for the development, provision, optimisation and evaluation of our services or for the maintenance of customer relations.

**Your data is not sold.**

Your data will only be disclosed to selected third parties listed in the Data Protection Notice and only for the purposes expressly stated. Where we entrust the processing of data to third parties, they must contractually undertake to comply with our standards based on data protection law.

**We guarantee you security and protection for your data.**

**Who is the Data Controller?**

**FART SA â?? Ferrovie Autolinee Regionali Ticinesi**
Via D. Galli 9 P.O. Box
CH 6604 Locarno

T +41 91 756 04 00
F +41 91 756 04 99

General email: fart@centovalli.ch
E-mail: privacy@centovalli.ch
E-mail: risorseumane@centovalli.ch

www.fartiamo.ch

The Company has appointed a Data Protection Officer (â??DPOâ??), pursuant to Article 10 DPA. The DPO can be contacted at the following address: dpo@centovalli.ch

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**Why we collect personal data for what purpose**
We are aware of how important it is for individuals to process personal data carefully. All data processing activities are only carried out for specific purposes, e.g. technical or contractual requirements, statutory requirements, overriding interest, or for legitimate reasons or on the basis of your explicit consent. If necessary, we collect, store and process personal data, e.g. for the management of customer relations, for the provision of services, inter alia, in the context of generating distribution keys for the proper distribution of revenues, in response to questions and enquiries, for information about our products and services and their marketing activities, for technical assistance, for the evaluation and further development of services and products. For more detailed information on which data are processed and for which purposes, please read the following sections.

The personal data provided â?? or otherwise acquired in accordance with the legal and contractual provisions in force â?? relating to, connected to and/or instrumental to the evaluation of your experience on our site, will be processed in accordance with the LPD and the obligations of confidentiality.

**Personal data:** all information relating to an identified or identifiable person.

In particular, **we will process the following personal data:**

1. **navigation data** (for more information on the data collected with **Cookies**, read the Cookie Policy );

- IP address of the requesting computer
- date and time of access
- website from which the access was made
- name and URL of the file consulted
- research carried out
- computer operating system
- browser used

- type of device in case of access via mobile phone
- log of transmission used

The collection and processing of this data serves to guarantee the security and stability of the system and to analyse errors and performance, as well as for internal statistical purposes, and enables us to optimise our Internet offerings. In this way, we can also tailor our website specifically for the target groups. The IP address is used to pre-set the language of the website. Furthermore, in the event of attacks on the network infrastructure or other unauthorised or abusive use of the website, it is analysed together with other data for the purpose of clarification and defence and may be used in criminal proceedings for identification purposes and for civil and criminal proceedings against the users concerned. Finally, when you visit our websites, we use cookies as well as applications and auxiliary tools based on the use of cookies. You can find out more about this in the sections of this policy.

**2. data provided voluntarily by the user through the sending**

a) â??**Contacts**â?• FORM

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In this form it is compulsory to enter the following personal data:

- forename and surname
- E-mail address
- Telephone
- Address
- Cap
- Country
- text message

We will only use this and other voluntarily provided data (such as name, address, telephone number and company) to respond to your request to be contacted in the best possible and personalised manner.

b) FORM **ENCOUNTERS**

You can use the feedback form depending on the topic you wish to submit to us:

- Journey (Punctuality, Disturbances Coincidences)
- Services (Staff Transport tickets Timetables / lines)
- stops (Information Cleaning Infrastructure)
- Means (Cleaning on board Information on board Seating availability Space on board)

In these forms it is compulsory to enter the following personal data:

- sex
- forename and surname
- E-mail address
- Telephone
- date of event
- time

- Line (combination of proposals)
- Direction of travel (combination of proposals)
- Stop start of journey
- Stop at the end of the journey
- Description
- Material Annex

**What data are stored and for what purposes are they used**

| PURPOSE OF PROCESSING \| JUSTIFICATION | DATA RETE |
|---|---|
| **A)** Activities strictly necessary for the user to navigate this website and to check its correct functioning. | Please see o |
| **B)** Get anonymous statistical information on the use of the site, advertising, marketing and profiling information | Please see o |
| **C)** Find up the enquiries received through the â??Contactsâ?• area on this site. | The data will |
| **D)** Find up the enquiries received through the â??Find upâ?• area on this site. | The data will |
| **E)** Activities of direct marketing (with prior consent) by automated means (e-mail), for promotions through newsletters and qualified partners â?? Use of Mailchimp | The data will |
| **F)** Profiling with automated tools to carry out automated processing aimed at analysing certain personal aspects such as your preferences, consumption habits, purchases, behaviour also in order to be able to send you information material and personalised offers selected on your interests. | The personal identification achievement and the witho |
| **G)** Application for Open Competition through our website or by email | Data will be r rights â?? Ple |
| **H)** Spontaneous application through the form of our website or by e-mail | Data will be r rights â?? Ple |
| **I)** Internal Application through the form of our website or by e-mail | Data will be r rights â?? Ple |
| **L)** Video surveillance on trains for the management of property protection of company movable and immovable property and passenger safety | Please refer t |
| **M)** Video surveillance on bus routes for the management of property protection of movable and corporate property and for passenger safety | Please refer t |
| **N)** Video surveillance in car parks owned by Fart | Please refer t |
| **O)** WIFI with Arcobaleno (bus stops) | Please refer t |
| **P)** Travel and Win contest with paper postcard and landing page | The data will |

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**Where the data is stored and for how long**
We store personal data only for as long as necessary

- to provide, to the extent indicated in this policy, the services you have requested or for which you have given your consent;

- to use the tracking services mentioned in this policy within the limits of your legitimate interest.

**What data are processed in relation to marketing**
If you have subscribed to the FART SA newsletter, we will use your personal contact details for event marketing and training marketing activities. The newsletter can be deactivated at any time via the newsletter at the bottom of the page.

**Which data are processed for market research purposes**
We carry out market research activities in order to improve the quality of our services and offers. It may therefore happen that we analyse personal customer data by technical means or that we use your contact details for customer enquiries (e.g. online surveys) (see also the section Collection of division keys in this regard).

**What rights do you have in relation to your personal data**
You have the following rights in relation to your personal data:

- you can request information about your stored personal data;
- you can request the rectification, integration, blocking or deletion of your
- personal data, provided that there are no legal obligations preventing us from doing so;
- if you have created a customer account, you can delete it or have it deleted;
- you can object to the use of your data for marketing purposes;
- you can revoke your consent at any time with effect for the future;
- you can request the transfer of your data.

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To exercise your rights, simply send an e-mail to: privacy@centovalli.ch
You also have the right to lodge a complaint with the competent data protection authority at any time. The competent supervisory authority in Switzerland is the Federal Data Protection and Transparency Commissioner (FDPT).

**Is your data passed on to third parties?**
The website is based in Switzerland (hosting) and personal data is not disclosed outside Switzerland.

It should be noted that, if data are to be communicated outside Switzerland, this will be done in accordance with the provisions of the LPD, in particular on the following bases:

- where appropriate safeguards, in particular contractual measures, are in place to ensure adequate protection abroad;
- the processing is directly linked to the conclusion or performance of a contract and the data subject to the processing relate to the other party;
- the communication takes place within the same legal entity or company or between legal entities or companies under a single management, provided that the issuer and the recipient comply with rules ensuring adequate data protection.

**Additional information | Changes | Updates**
The Data Controller reserves the right to review, update, add or remove any portion of this Privacy Policy at its discretion at any time. If any changes are made, the date of the update will be indicated.[/vc_column_text][dfd_spacer screen_wide_spacer_size=â?•40â?³ screen_normal_resolution=â?•1024â?³ screen_tablet_resolution=â?•800â?³ screen_mobile_resolution=â?•480â?³ screen_normal_spacer_size=â?•40â?³

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**Date Created**
5 March 2024
**Author**
fartiamo

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